U.S. 1978-1979

A4165-1

CONTACT LENS MARKET PROFILE ESTIMATE

1978

	SALES (MM$)	MARKET SHARE (%)	LENSES (M PAIRS)	LENSES (MM$)	ACCESSORIES (MM$)	NEW LENSES (M PAIRS)	NEW LENSES (MM$)	REPLACED LENSES (M PAIRS)	REPLACED LENSES (MM$)
BAUSCH & LOMB	101.1*	63.9	1.4	67.7	33.4	921.0	43.3	519.0	24.2
AMER OPTICAL	20.0	12.7	321.3	15.1	5.0	214.8	10.1	106.5	5.0
SOFT LENSES INC	19.2	12.7	325.5	15.3	3.9	217.0	10.2	108.5	5.1
UNION CORP	9.5	6.0	178.7	8.4	1.1	168.0	7.9	10.7	.5
OTHER(1)	8.4	5.3	161.6	7.6	.8	108.5	5.1	53.2	2.5
TOTAL	158.3	100.0	2.42	114.1	44.2	1.63	76.6	797.9	37.5

1979

	SALES (MM$)	MARKET SHARE (%)	LENSES (M PAIRS)	LENSES (MM$)	ACCESSORIES (MM$)	NEW LENSES (M PAIRS)	NEW LENSES (MM$)	REPLACED LENSES (M PAIRS)	REPLACED LENSES (MM$)
BAUSCH & LOMB	116.3	59.4	1.7	77.9	38.4	1.1	49.9	600.0	28.0
AMER OPTICAL	27.1	13.8	431.9	20.3	6.7	289.4	13.6	142.5	6.7
SOFT LENSES INC	26.5	13.5	468.1	22.0	4.5	312.8	14.7	155.3	7.3
UNION CORP	15.1	7.7	285.1	13.4	1.7	268.1	12.6	17.0	.8
OTHER	10.9	5.6	210.7	9.9	1.1	140.5	6.6	70.2	3.3
	195.9	100.0	3.10	143.5	52.4	2.11	97.4	985.0	46.1

(1) INCLUDES ALCON, AMERICAN STERILIZER, DOW CORNING, WESLEY-JESSEN AND ALL OTHER FDA APPROVED SOFT LENSES.

*B & L DOMESTIC SALES - WORLD WIDE $118.9M / 1978 ANNUAL REPORT.

CONTACT LENS WEARER MARKET PROFILE ESTIMATE

THE FOLLOWING FIVE (5) YEAR SAMPLE DEPICTS THE CHANGING PROFILE OF CONTACT LENS WEARERS DEMOGRAPHICS.

FIVE (5) YEAR PROFILE OF CONTACT LENS WEARERS

% OF WEARERS	1973	1975	1976	1978	1979
MALE	24.0%	23.0%	25.7%	28.0%	30.0%
FEMALE	76.0%	77.0%	74.3%	72.0%	70.0%

AGE OF WEARERS	1973		1975		1976		1978		1979	
	HARD	SOFT	HARD	SOFT	HARD	SOFT	HARD	SOFT	HARD	SOFT
MODE	-0-	-0-	-0-	-0-	-0-	-0-	20.0	22.0	22.0	23.5
MEAN	24.4	29.0	26.3	27.7	26.7	27.4	27.7	27.3	27.7	29.6
MEDIAN	21.0	24.0	26.0	27.0	25.0	25.0	24.0	25.0	29.0	31.0

U. S. SAMPLE MARKET PROFILE OF HARD AND SOFT NEW BUSINESS FITS

	1975	1976	1977	1978	1979
HARD	76%	67%	53%	43%	32%
SOFT	24%	33%	47%	57%	68%
TOTAL	100%	100%	100%	100%	100%

CONTACT LENS
MARKET PROFILE ESTIMATE

YEAR	ANNUAL NEW HARD LENS FITS USA	CANADA	TOTAL	SOFT LENS FITS USA	CANADA	TOTAL	TOTAL WEARERS USA & CANADA
1966	600,000	60,000	660,000(*)	-0-	-0-	-0-	1,280,000**
1967	650,000	65,000	715,000	-0-	-0-	-0-	1,610,000
1968	700,000	70,000	770,000	-0-	-0-	-0-	1,967,500
1969	800,000	80,000	880,000	-0-	-0-	-0-	2,006,000
1970	650,000	65,000	715,000	-0-	-0-	-0-	2,446,000
1971	550,000	55,000	605,000	30,000(**)	-0-	30,000	3,975,000***
1972	650,000	65,000	715,000	75,000	-0-	75,000	4,295,500
1973	750,000	75,000	825,000***	150,000	15,000	165,000	4,698,000
1974	875,000	87,000	962,000	250,000	25,000	275,000	5,292,000
1975	750,000	75,000	825,000	450,000(****)	45,000	495,000	6,034,200
1976	800,000	80,000	880,000	575,000	57,000	632,000	7,004,600
1977	700,000	70,000	770,000	750,000	75,000	825,000	8,044,100
1978	600,000	60,000	660,000	1,630,000	72,000	1,702,000	9,631,500
1979	600,000	60,000	660,000	2,110,000	99,000	2,199,000	12,137,200

(*) BASED ON RLI's 50% HARD LENS "DROPOUT RATE"
(**) BASED ON RLI's 40% SOFT LENS "DROPOUT RATE"
(***) BASED ON RLI's 40% HARD LENS "DROPOUT RATE"
(****) BASED ON RLI's 30% SOFT LENS "DROPOUT RATE"

** H.E.W. REPORT SERIES 10 #93/1966
*** H.E.W. REPORT SERIES 10 #93/1971

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From Statistics File/Contact Lens Manufacturers Association